

PRODUCTS	CERTIFIED					LOCATION CATCH METHOD BRAND
	BAP	MSC	ASC	FIP	MBA	
Abalone					√	Worldwide - Farmed, Closed System
Arctic Char					√	U.S., Iceland, Norway, Canada - Farmed, Closed System
Barramundi					√	U.S. - Farmed, Closed System & Vietnam – Farmed, Australis Aquaculture, Net Pens
Bass: Black Seabass					√	U.S. Atlantic - Traps
Bass: European Seabass					√	Nova Scotia - Farmed, Closed System
Bass: Striped					√	U.S. - Atlantic, Handline
Bass: Striped, Hybrid					√	U.S. - Farmed
Bass: White Seabass					√	California - Handline
Bluefish					√	U.S.- Handline
Capelin					√	Iceland
Catfish: Channel					√	U.S. - Farmed
Catfish	√					Farmed, Heartland
Caviar: White Sturgeon					√	Alberta - Farmed, Closed Containment
Clams					√	Worldwide - Farmed
Clams: Hardshell					√	MA, NC, RI, VA - Rake and Shovel caught
Clams: Cockle		√				Burry Inlet, New Zealand – Hand harvested
Clams: Pacific Razor					√	WA, OR, Quinault Nation –Hand harvested
Clams: Softshell/Steamers				√	√	Worldwide - Farmed, ME & MA Wild - Rakes, Shovels
Clams: Geoduck					√	Washington, British Columbia - Farmed
Chilean Sea Bass		√				S. Georgia, Ross Sea - Longline
Chilean Sea Bass/ Patagonian Toothfish		√			√	HIMI, Falkland, and Macquarie Islands, Ross Sea
Cobia					√	Atlantic - Gillnet, Handline, GOM - Handline
Cobia					√	U.S. - Farmed
Cod: Atlantic					√	Norway, Russia, Iceland - Handline
Cod: Atlantic		√				Icelandic - Otter trawl, Danish seine, long/hand line gill net
Cod: Pacific					√	Alaska - Longline, Jig and Trap
Cod: Pacific		√				Bering Sea, Aleutian Islands, and Gulf of Alaska

Crab: Blue				√	U.S. Chesapeake Bay - Trotline
Crab: Blue		√			Pontchartrain, Gulf of Mexico, Louisiana
Crab: Blue Swimming				√	Philippines, Indonesia, Thailand, Vietnam
Crab: Dungeness		√			Oregon
Crab: Dungeness				√	California, Oregon, Washington - Pot/Trap
Crab: Jonah				√	New England
Crab: King				√	Barents Sea
Crab: Kona				√	Australia
Crab: Snow		√			Gulf of St. Lawrence, Newfoundland and Labrador
Crab: Snow				√	S. Gulf of St. Lawrence, Eastern Bering Sea - Pot, Trap
Crab: Stone				√	U.S. Gulf of Mexico and Atlantic - Trap
Crayfish/Crawfish				√	U.S. - Farmed
Croaker, Atlantic (Corvina)				√	U.S. - Seine
Dogfish: Spiny		√			U.S. Atlantic - Otter trawl, Longline, Gillnet
Dogfish: Spiny				√	CA, OR and WA - Bottom trawl
Drum, Red				√	U.S. - Farmed, Pond
Flounder: Arrow-tooth		√			Bering Sea, Aleutian Islands, Gulf of Alaska, West Coast Groundfish Trawl
Grouper: Red, Black				√	Mexico, Yucatan
Grouper: Red, Gag				√	Gulf of Mexico
Haddock		√			Norway and Barents Sea
Halibut: California				√	U.S. Pacific - Handline
Halibut: Atlantic		√			Canada - Longline/Trawl, Gillnet, Handline
Halibut: Pacific		√		√	U.S.
Halibut: Pacific		√			British Columbia, U.S. North Pacific
Herring: Pacific		√			Gulf of California, Mexico
Herring: Pacific				√	California
Hoki: New Zealand		√			New Zealand - Trawl
Lingcod		√		√	CA, OR, WA – Bottom trawl, B.C. - Troll
Lobster: American		√			Eastern Canada, Maine, Prince Edward Island - Trap
Lobster: Caribbean Spiny				√	Mexico - Trap
Lobster: Caribbean Spiny				√	Bahama, Brazil, Honduras, Nicaragua

Lobster: California Spiny					√	Mexico - Trap
Lobster: Rock		√				Tristan da Cunha Islands
Mackerel: King, Spanish					√	U.S. Atlantic and Gulf of Mexico
Mackerel: Atlantic					√	U.S. and Canada - Purse seine
Mahi Mahi				√		Ecuador, Guatemala, Panama, Peru
Mahi Mahi					√	U.S. Atlantic - Troll, Pole
Mullet: Striped					√	U.S. Atlantic and Gulf of Mexico
Mussels					√	Worldwide - Farmed
Mussels	√				√	Farmed, Atlantic Aqua Farms
Oysters					√	U.S. Gulf of Mexico
Oysters					√	Worldwide - Farmed
Pangasius/Swai	√		√			Vietnam - Farmed
Perch: Yellow		√			√	Lake Erie, PN, NY & CA – Trap Net; Lake Ontario, NY – Trap Net
Perch: Yellow		√			√	Lake Erie, US – Gillnet
Perch: Yellow					√	U.S. - Farmed, Closed System
Plaice		√				Iceland - Longline
Pollock		√				Gulf of Alaska, Bering Sea, and Aleutian Islands
Pollock: Atlantic					√	Norway - Gillnet, Purse Seine
Pompano					√	U.S. - Farmed and Wild-caught
Prawn: Freshwater					√	U.S - Farmed
Prawn: Spot					√	Alaska and British Columbia
Rockfish: Splitnose, Widow, Yellowtail		√				U.S. West Coast - Otter/ Midwater Trawl
Rockfish: Aurora, Splitnose, Thornyhead, Widow, Yellowtail					√	U.S. - CA, OR, WA
Sablefish/Black Cod		√			√	U.S. West Coast and North Pacific - Longline, Trawl
Sablefish/Black Cod					√	CA, OR, WA, AK, Canadian Pacific – Bottom Longline, Pot
Salmon		√			√	Alaska - Net, Troll, Fishwheels
Salmon: Pink, Chum, Sockeye		√				British Columbia
Salmon					√	Washington, Fraser River - Reef Net
Salmon: Coho					√	U.S. - Farmed, Tank System
Salmon, Atlantic					√	Worldwide - Farmed, Tank System
Salmon, Atlantic: Ora King	√					New Zealand - Farmed

Salmon, Atlantic: Skuna Bay	√					British Columbia - Farmed
Salmon, Atlantic: Acme	√					Procesadora Aguas Calras Ltda.
Sanddab: Pacific					√	California and Oregon
Sardine					√	U.S. and Canada - Purse Seine
Sardine		√				Gulf of California - Purse Seine
Scad: Big-eye and Mackerel					√	Hawaii
Scallops					√	Worldwide - Farmed
Scallops: Sea					√	Laguna Ojo de Liebre, Guerrero Negro, Baja California Sur - Diver Caught
Scallops: Pink					√	British Columbia - Butterfly Trawl
Scallops: Atlantic Sea		√				Eastern Canada, U.S. Atlantic - Dredge
Scallops: Weathervane					√	Alaska - Dredge
Sea Urchin					√	Canada
Shrimp: Pacific White					√	U.S. - Farmed Inland Ponds, Recirculating System
Shrimp: Black Tiger, White	√					SEAMAZZ
Shrimp: Pacific Blue				√		Gulf of California
Shrimp: Black Tiger					√	Southeast Asia - Selva Shrimp Verified Farms
Shrimp: Northern Brown & White				√		Gulf of Mexico: Louisiana, Texas, Florida
Shrimp: Coonstripe, Northern, Sidestripe					√	Alaska
Shrimp: Northern Pink						Atlantic
Shrimp: Pink		√				Oregon - Otter trawl
Shrimp: Florida Pink				√		Gulf of Mexico
Shrimp: Spot Prawn					√	Alaska - British Columbia
Skate: Longnose		√			√	U.S. West Coast Pacific - Otter/ Midwater Trawl
Smelt: Rainbow					√	Lake Huron, CA – Trap Net; Lake Superior, MN & WI – Pound Net; Lake Erie, CA – Midwater Trawl
Snapper: Various				√		Indonesia
Snapper: Red				√		Yucatan
Sole		√				Gulf of Alaska, North Sea
Sole					√	California, Oregon, Washington
Sole: Dover, English, Petrale		√				West Coast, S. Canada, N. Mexico - Otter/ Midwater Trawl
Sturgeon					√	U.S. - Farmed, Recirculating Systems
Sturgeon: White					√	British Columbia - Farmed, Closed System
Swordfish					√	U.S./N. Atlantic, E. Pacific, Canada - Harpoon, Handline

Swordfish		√				Canada, Southeast U.S. North Atlantic - Harpoon, Longline
Swordfish				√		Indonesia
Tilapia					√	U.S. and Alberta - Farmed, Closed system, Ecuador- Pond
Tilapia			√			Regal Springs
Trout: Lake					√	Lake Superior, MN –Bottom Gillnet, Trap Net
Trout: Rainbow/Stealhead					√	U.S. - Farmed
Trout: Spotted Seatrout					√	Louisiana, Florida
Tuna: Albacore		√				U.S. Pacific, British Columbia, Fiji, New Zealand
Tuna: Albacore					√	Canada and U.S. Pacific - Troll, Pole
Tuna: Bigeye					√	U.S. Atlantic - Troll, Pole
Tuna: Skipjack					√	Worldwide - Troll, Pole
Tuna: Skipjack		√				Northeastern and Central Pacific Ocean, Maldives, Baja California
Tuna: Yellowfin					√	Pacific & U.S. Atlantic - Troll, Pole
Tuna: Yellowfin		√				Baja California, Maldives
Tuna: Yellowfin				√		Cooks Island, Marshall Islands, Micronesia, Panama, Philippines, Sri Lanka, Indonesia
Whitefish: Lake					√	Lake Michigan, WI - Trap Net
Wreckfish					√	U.S. Atlantic
Yellowtail, California					√	U.S., Isla Natividad , Mexico - Handline

SUSTAINABLE FISHERIES PARTNERSHIP



Sustainable Fisheries Partnership (SFP) is an independent non-profit organization with partnerships and projects worldwide. The SFP's mission is to “engage and catalyze global seafood supply chains in rebuilding depleted fish stocks and reducing the environmental impacts of fishing and fish farming.” The Sustainability Fisheries Partnership improves access to information to guide responsible seafood sourcing, and enhances the ability of seafood companies and partners to improve fish farming and capture fisheries. Fortune Fish Company has partnered with the SFP to aid in improving the world's fisheries. www.sustainablefish.org

GLOBAL AQUACULTURE ALLIANCE (BAP)



The Global Aquaculture Alliance (GAA) is an international, non-profit trade association dedicated to advancing environmentally and socially responsible aquaculture. GAA recognizes aquaculture as a sustainable means of increasing seafood supply to meet the food needs of the world's growing populations. The Global Aquaculture Alliance Best Aquaculture Practices standards is a certification system that combines site inspections and effluent sampling with sanitary controls, therapeutic controls and traceability. www.gaalliance.org

AQUACULTURE STEWARDSHIP COUNCIL (ASC)



The Aquaculture Stewardship Council (ASC) is a global, independent not for profit organization. The ASC's primary role is to manage the global standards for responsible aquaculture, which were developed by the WWF Aquaculture Dialogues. ASC works with aquaculture producers, seafood processors, retail and foodservice companies, scientists, conservation groups and consumers. They recognize and reward responsible aquaculture, promote best environmental and social choice when purchasing seafood, and contribute to transforming seafood markets towards sustainability. www.asc-aqua.org

MARINE STEWARDSHIP COUNCIL (MSC)



The Marine Stewardship Council is an independent, global, non-profit organization working with fisheries, seafood companies, scientists, conservation groups, and the public to promote the best environmental choice in seafood. The MSC has developed an environmental standard for sustainable and well managed fisheries. The MSC's fishery certification program and seafood ecolabel recognize and reward sustainable fishing. All parties that handle MSC product along the chain must be MSC Chain of Custody Certified in order for the product to continue to be MSC certified. Fortune Fish Company is MSC chain of custody certified. www.msc.org

MONTEREY BAY AQUARIUM (MBA)



The Monterey Bay Aquarium, located in Monterey, CA has developed their nationally recognized Seafood Watch Program to help consumers and businesses make environmentally conscious seafood choices. Their recommendations indicate which seafood items are “Best Choices,” “Good Alternatives,” and which ones you should “Avoid.” Seafood Watch recommendations are science-based, peer reviewed, and use ecosystem-based criteria. www.montereybayaquarium.org

FISHERY IMPROVEMENT PROJECT (FIP)

A Fishery Improvement Project is a multi-stakeholder effort to address environmental challenges in a fishery. These projects harness the power of the private sector to incentivize positive changes towards sustainability. Fortune Fish & Gourmet supports these efforts by sourcing from fisheries participating in fishery improvement projects and funding improvement projects through SeaPact and our alliance with Sustainable Fisheries Partnership. All fishery improvement projects listed on Green Sheet must follow a specific list of criteria that have been defined as such by the Sustainable Fisheries Partnership and the Conservation Alliance for Seafood Solutions. www.fisheryimprovementprojects.org

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SUSTAINABILITY AT FORTUNE FISH & GOURMET

At Fortune Fish & Gourmet we find it our responsibility to provide, promote, and market environmentally friendly wild fisheries and aquaculture. We have expanded our Green Sheet into a booklet to raise awareness of the increasing number of sustainable products and to provide a tool for our customers when making purchasing decisions. Our list has been compiled using both certifying organizations and those that conduct assessments.

For the non governmental institutions that conduct their own assessments we have listed only their “Best Choices.” The Green Sheet was developed with information provided by each organization, and is based on those items which have been assessed by the organization. A lack of a check mark may mean that the organization does not consider the item sustainable, or simply that it has not been assessed to date.

In 2007, Fortune Fish & Gourmet launched the Sustainability Initiative in partnership with the John G. Shedd Aquarium’s Right Bite sustainable seafood program. Through this initiative Fortune has donated to many organizations dedicated to the health and supply of our seafood resources. In 2012, Fortune began a partnership with the international nonprofit organization Sustainable Fisheries Partnership (SFP) to develop a comprehensive sustainable seafood procurement strategy and aid in facilitating fisheries improvement projects. Fortune Fish Company continues to highlight a seafood item every two months and donates a portion of the profit to SFP for fisheries improvement projects. The goal of the initiative is to increase the knowledge and sales of seafood products, while supporting individual fisheries that are working to improve harvesting policies and practices.

Recently, Fortune along with five like-minded North American seafood companies formed SeaPact to improve the fishing and fish farming systems the industry procures from. Sea Pact strives to advance environmentally sustainable fisheries and aquaculture practices and provide the building blocks for a long term and sustainable seafood industry. To accomplish this, Sea Pact has pledged to financially contribute to selected Fishery and Aquaculture Improvement Projects that are aligned with Sea Pact’s mission.

Please visit www.fortunefishco.net for the more information on the Sustainability Initiative, SeaPact and Fortune’s partnership with Sustainable Fisheries Partnership.